

### **DETAILED ACTION**

1. This is the first non-final office action in response to Applicant's submission filed on 03/09/2005.

### ***Claim Status***

2. Claims submitted on 03/09/2006 were considered in the examination of this application. Currently, claims 1-18 are pending.

### ***Information Disclosure Statement***

3. The information disclosure statements (IDS) submitted on 02/07/2007 and 04/09/2007 were considered by the Examiner in the prosecution of the claims in the instant application.

### ***Drawings***

4. The drawings are objected to as failing to comply with 37 CFR 1.84(p)(5) because they include the following reference character(s) not mentioned in the description: 80 of fig. 1; 240 of fig. 3; and 320 of fig. 4. Corrected drawing sheets in compliance with 37 CFR 1.121(d), or amendment to the specification to add the reference character(s) in the description in compliance with 37 CFR 1.121(b) are required in reply to the Office action to avoid abandonment of the application. Any amended replacement drawing sheet should include all of the figures appearing on the immediate prior version of the sheet, even if only one figure is being amended. Each drawing sheet submitted after the filing date of an application must be labeled in the top

margin as either "Replacement Sheet" or "New Sheet" pursuant to 37 CFR 1.121(d). If the changes are not accepted by the examiner, the applicant will be notified and informed of any required corrective action in the next Office action. The objection to the drawings will not be held in abeyance.

***Claim Rejections - 35 USC § 103***

5. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

6. Claims 1-12 and 14-18 are rejected under 35 U.S.C. 103(a) as being unpatentable over Smith et al (US Patent 7,499,948) in view of Collings et al (US Patent 7,373,321 B2)

**7. Claims 1, 8 and 18**

Smith teaches a method for generating a personalised sales web-site for an end user, said method comprising the steps of:

a) generating a custom web-site for a particular sales campaign, said custom web-site enabling electronic access by the end user (**col. 3, lines 3-10; col. 8, line 15-17; and col. 12, lines 41-43**);

b) collecting and storing one or more first events, said first events defining the end user's interaction with the custom web-site (**col. 3, lines 26-30 & 50-55, col. 4, lines 34-35; and col. 19-22**);

c) generating a personalised sales web-site, said personalised sales web-site being a web-site created according to parameters based on the collected first events and the particular sales campaign (**col. 6, 1-19 & 55-60**);

d) sending a message including an identifier to the end user, (**col.3, lines 37-39; col. 12, lines 14-30; col. 15, lines 34-43**); and

e) collecting and storing one or more second events, said second events defining the end user's interaction with the personalised sales web-site; wherein the collected and stored first and second events can be used to generate a second personalised sales web-site (**col. 6, lines 19-28; col. 7, 32-42; and col. 26, line 63-col. 27, line 3; where content is based on at least user's request information is interpreted to mean each time the user makes a new request the content of the website changes i.e. a second personalized sales web-site**).

While Smith teaches emailing campaign information to a user, Smith does not teach said identifier enabling the end user to locate the personalised sales web-site, the end user subsequently being able to electronically access the personalised sales web-site.

Collings teaches in the analogous art of electronic commerce said identifier enabling the end user to locate the personalised sales web-site, the end user subsequently being able to electronically access the personalised sales web-site (**col.4, lines 45-46**).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to include the invention of Smith the identifier enabling the end user

to locate the personalised sales web-site, the end user subsequently being able to electronically access the personalised sales web-site as taught by Collings since the claimed invention is merely a combination of old elements, and in the combination each element merely would have performed the same function as it did separately, and one of ordinary skill in the art would have recognized that the results of the combination were predictable.

It is noted that where claim 8 is directed towards the means for implementing the steps of claim 1 and claim 18 is directed towards the computer readable medium for executing the instruction for the method of claim 1 are substantially similar and implied in the method of claim 1 and are therefore rejected using the same rationale set forth above.

8. **Claim 2**

Smith and Collings teach all the limitation of the method according to claim 1, and Smith further teaches wherein the custom web-site or the personalised sales web-site or both, comprise rich media content (**col. 4, lines 27-29; where it is old and well know that Java based components produce rich media content**).

9. **Claim 3**

Smith and Collings teach all the limitation of the method according to claim 1, and while Smith teaches the internet (**col. 3, lines 3-6**); Smith does not teach end user interaction with the custom web-site and the personalised sales web-site occurs via a global communication network

Collings further teaches teaches in an analogous art wherein end user interaction with the custom web-site and the personalised sales web-site occurs via a global communication network (**col 5, lines 61-66; where it is old and well known in the art that internet access through a cellular telephone operates via a global communication network**).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to include the invention of Smith wherein end user interaction with the custom web-site and the personalised sales web-site occurs via a global communication network as taught by Collings since the claimed invention is merely a combination of old elements, and in the combination each element merely would have performed the same function as it did separately, and one of ordinary skill in the art would have recognized that the results of the combination were predictable.

#### 10. **Claims 4 and 12**

Smith and Collings teach all the limitation of the method according to claim 3, and while Smith teaches the internet (**col. 3, lines 3-6**); Smith does not teach wherein the global communication network is the Interact.

Collings teaches in an analogous art teach wherein the global communication network is the Interact (**col 5, lines 61-66; where it is old and well known in the art that internet access through a cellular telephone operates via a global communication network**).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to include the invention of Smith the global communication network

is the Interact as taught by Collings since the claimed invention is merely a combination of old elements, and in the combination each element merely would have performed the same function as it did separately, and one of ordinary skill in the art would have recognized that the results of the combination were predictable.

**11. Claims 5 and 16**

Smith and Collings teach all the limitation of the method according to claim 1, Smith teaches hyperlinks (**Col. 22, lines 35-37**). Smith however does not teach wherein the identifier is a hyperlink.

Collings teaches wherein the identifier is a hyperlink (**col.4, lines 45-46**)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to include the invention of Smith the identifier is a hyperlink as taught by Collings since the claimed invention is merely a combination of old elements, and in the combination each element merely would have performed the same function as it did separately, and one of ordinary skill in the art would have recognized that the results of the combination were predictable.

**12. Claims 6, 14, and 15**

Smith and Collings teach all the limitation of the method according to claim 1, and Smith further teaches wherein the end user is identified by an email address or other personal identifier (**col.3, lines 9-14 & 65-66 and col. 34-35**).

**13. Claim 7**

Smith and Collings teach all the limitation of the method according to claim 1, and Smith further teaches wherein said first events further comprise personal end user

information (**col.3, lines 9-14 & 65-66 and col. 34-35; where it is old and very well know in the art that user profile inherently contains personal user information**).

14. **Claim 9**

Smith and Collings teach all the limitation of the system according to claim 8, and Smith further teaches wherein a central relationship system provides 25 a means for storing said first and second events (**col. 19, lines 21-23 & 31-35; where the types of events that may be stored are listed in col.19, line 39-col. 20, lines 25**).

15. **Claim 10**

Smith and Collings teach all the limitation of the system according to claim 9, and Smith further teaches wherein the central relationship system provides means for identifying an appropriate end user for the particular sales campaign (**col. 3, lines 59-61; col. 7, lines 16-19 & 32-42**).

16. **Claim 11**

Smith and Collings teach all the limitation of the system according to claim 8, while Smith teaches the internet(**col. 3, lines 3-6**). Smith does not teach wherein the means for sending is a streaming system that provide for the transmission of information to the end user via a global communication network .

Collings teaches wherein the means for sending is a streaming system that provide for the transmission of information to the end user via a global communication network (**col 5, lines 61-66; where it is old and well known in the art that internet access through a cellular telephone operates via a global communication network**).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to include the invention of Smith the the means for sending is a streaming system that provide for the transmission of information to the end user via a global communication network as taught by Collings since the claimed invention is merely a combination of old elements, and in the combination each element merely would have performed the same function as it did separately, and one of ordinary skill in the art would have recognized that the results of the combination were predictable.

17. **Claim 17**

Smith and Collings teach all the limitation of the system according to claim 8, and Smith further teaches wherein the custom web-site or the personalised web-site or both comprise interactive components, said interactive components enabling integration of personalised information into the web-site prior to viewing by the end user (**col. 3, lines 61-66**).

18. Claim 13 is rejected under 35 U.S.C. 103(a) as being unpatentable over Smith et al (US Patent 7,499,948) and Collings et al (US Patent 7,373,321 B2) as applied with respect to claim 8 above and in further view of Busey et al (US Patent 7,263,526 B1)

19. **Claim 13**

Smith and Collings teach all the limitation of the system according to claim 8, however neither teaches further comprising a web conferencing system thereby enabling a personal remote interaction between a sales professional and the end user.



Busey teaches in the analogous art of conferencing a web conferencing system thereby enabling a personal remote interaction between a sales professional and the end user (**col.3, lines 33-38 and col. 11, lines 12-15**).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to include the invention of Smith and Collings the a web conferencing system thereby enabling a personal remote interaction between a sales professional and the end user as taught by Busey since the claimed invention is merely a combination of old elements, and in the combination each element merely would have performed the same function as it did separately, and one of ordinary skill in the art would have recognized that the results of the combination were predictable.

### ***Conclusion***

20. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. Cooper et al (2004/0078302 A1) teaches a customer ecommerce site. Business Wire (BroadVision Stocks Up Momentum With Grocery Retailers; BroadVision Retail Commerce is Solution of Choice Among Grocers for Increased Revenue and Improved Efficiency, May 2001) teaches a personalized emailing campaign.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to FOLASHADE ANDERSON whose telephone number is (571)270-3331. The examiner can normally be reached on Monday through Thursday 8:00 am to 5:00 pm EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Beth Boswell can be reached on (571) 272-6737. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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